

# MEDIAKIT

## 2015



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**MEDIAKIT 2015:**

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**About publishing house DIGITAL VISIONS**

Digital Visions is the most meaningful Slovak publishing house among digital media. Company was established in 1993 and from the beginning has been focused especially on information and communication technologies. In its portfolio, there are not just magazines (PC REVUE, INFOWARE), but also other specialized publications (IT rocenka). We also organize special IT events (IT GALA), contests, exhibitions (Notebook Expo), IT surveys... Portfolio of printed and electronic media reaches all of the most important segments of IT.

PC REVUE is generally most expanded computer magazine in Slovakia and according to independent surveys (MML + OMV) PC REVUE has 3 to 4 times higher readability than its nearest competitors for a long time. Total month circulation of all printed media and electronic versions are around 43 000 pc with impact on more than 200 000 readers.

Media of publishing house Digital Visions provide yearly about 70 special IT conferences with media cooperation. More than 9000 IT specialists participate on these conferences. Media representatives are seen as respected personalities, they are regularly giving statements about actual situation in TV and radio programs.

**PERIODICAL MEDIA:****COMPUTER MAGAZINE**

Hardware, software, internet, reviews, comparative tests, overviews, tips and tricks, technological articles. Monthly periodicity, 12 issues/year. Virtual DVD is part of each issue.

format A4 (210 × 297 mm)

range: 104 ÷ 148 pages

price: 2,99 EUR

**ON-LINE NEWS FROM IT**

Server [www.itnews.sk](http://www.itnews.sk) is a daily actualized server from IT sector. It is one of the most visited servers oriented on computers, infocommunication technologies and internet. Server achieved 99 000 real users per month and 160 000 unique visitors/month, 680 000 page views per month.



**CHARACTERISTIC**

Computer magazine **PC REVUE** is dedicated to wide computer community. It has been established more than 20 years ago and during this time it has built a stabile position on the media market, oriented on information and communication technologies. According to data published by independent exploration agencies, PC REVUE has long lapse of time leading position among IT magazines as well as among general oriented weekly or monthly issued newspapers and magazines with IT addition.

**READERS**

Business sector, public administration, SMB's, households, schools, IT managers, administrators, developers, technical stuff, students.

**CONTENT**

Hardware, software, home entertainment, internet, networking, technologies, business, communications.

**ARTICLES**

Newcomers, reviews, comparison tests, technological articles, product articles, technical presentations of products and solutions, tips and tricks, instructions and advices, market research

**TECHNICAL DATA**

Periodicity: monthly, 12 issues a year; format A4 (210 × 297 mm); range 104 ÷ 144 pages; distribution: newsstands, subscribers, direct mail; circulation: 20 000 pcs price: 2,99 EUR, binding: glued (V2).

**E-PUBLISH**

PC REVUE is published also in electronic multimedia version and is available for different types of devices: tablets, smartphones and desktops. Electronic version delivers multimedia content to readers in the form of videos and additional galleries. It supports all platforms Windows, iOS and Android. PC REVUE also focuses on developing specialized applications with exclusive content - application for Windows 8 and application for Samsung TVs.



App for tablets with iOS and Android



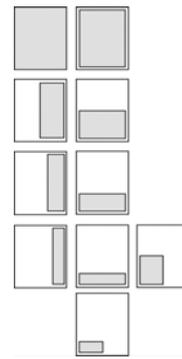
App for Windows 8

## PRICE LIST 2015:

(value added tax not included)

### CLASSIC ADVERTISEMENT:

<b>1/1 A4</b> (210 × 297 mm):	2 940 eur
<b>1/2 A4</b> (90 × 265 mm, 185 × 125 mm): bleed (100 × 297 mm, 210 × 140 mm + 5 mm)	1 560 eur
<b>1/3 A4</b> (58 × 265 mm, 185 × 82 mm): bleed (68 × 297 mm, 210 × 97 mm + 5 mm)	1 090 eur
<b>1/4 A4</b> (42 × 265 mm, 185 × 62 mm, 90 × 125 mm): bleed (52 × 297 mm, 210 × 77 mm + 5 mm)	850 eur
<b>1/8 A4</b> (90 × 62 mm):	450 eur
<b>2. cover</b> (210 × 297 mm):	3 820 eur
<b>3. cover</b> (210 × 297 mm):	3 520 eur
<b>4. cover</b> (210 × 297 mm):	4 380 eur
<b>Inserted advertisement (e.g. leaflet)</b>	0,106 eur/pcs
<b>Inserted advertisement on special page</b>	0,113 eur/pcs



### ADDITIONAL PAYMENTS AND BONUSES:

right-hand page:	+10 %	frequency 3×: - 5 %
requested page:	+20 %	frequency 6×: - 10 %
bleed:	+10 %	frequency 12×: - 15 %

### DEADLINES:

<b>order:</b>	10. of the previous month
<b>materials:</b>	18. of the previous month
<b>expedition:</b>	5. of the month

### PRINTING MATERIALS:

Digital file in .eps or .pdf format, press quality (300 dpi), CMYK, texts in curves, no ICC profile

### CONTACT:

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